



NEWS RELEASE

Tennessee Regulatory Authority

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TRA to Unauthorized Fax Senders: “One Fax and You May Be Out”

Nashville, Tennessee – A new consumer protection law recently signed by Governor Bredesen will strengthen the state’s Do-Not-Fax program and shift the burden of responsibility to fax sending companies.

The old law required consumers to notify companies to remove their fax telephone numbers from a company’s database after a fax had been received. A second fax transmission from a company after being told to stop by the consumer would trigger a violation of Tennessee law and a fine of up to \$2,000 per violation. The program is operated by the Tennessee Regulatory Authority.

“The new law, similar to the federal law, is more consumer-friendly and places more of the burden on the fax sending company,” said TRA Chairman Debi Tate.

Tennessee law defines an unwanted fax “as any material advertising the commercial availability...of any property, goods, or services transmitted by fax to any person located within Tennessee” without prior permission.

The new law also requires companies to include the date and time on the first page of the fax transmission, the business name or the name of the person sending the fax, and the telephone number or fax number of the business or entity. The bill was sponsored by Senators Doug Henry (D-Nashville) and Charlotte Burk (D-Monterey), Representative Jere Hargrove (D-Cookeville), and House Speaker Jimmy Naifeh (D-Covington).

“The TRA’s focus under the new law is threefold: First, we will educate businesses regarding the new law. Next, we will work with companies toward compliance and then, obviously, we will vigorously investigate complaints,” added Tate.

For more information about the Do-Not-Fax program, visit the TRA on the Internet at www.state.tn.us/tra or call 1-800-342-8359.

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